



Station Buy Detail Indianapolis, TV

Est ID: 11600

Client: Gregg for Governor 2012

Flight Dates: Tuesday, August 14, 2012 to Sunday, August 19, 2012

WXIN-TV

Program Name	DP	Days Length	Rate	Tue Aug 14	Wed Aug 15	Thu Aug 16	Fri Aug 17	Sat Aug 18	Sun Aug 19	Total
WXIN 5a News 5:00 AM - 6:00 AM	EM	M-F 30	\$350.00 \$350.00				1			1
WXIN 6a News 6:00 AM - 7:00 AM	EM	M-F 30	\$500.00 \$1,500.00	1	1	1				3
WXIN 7a News 7:00 AM - 9:00 AM	EM	M-F 30	\$525.00 \$1,050.00	1			1			2
Judge Joe Brown 3:00 PM - 4:00 PM	EF	M-F 30	\$175.00 \$175.00		1					1
WXIN 4p News 4:00 PM - 5:00 PM	EN	M-F 30	\$250.00 \$1,000.00	1	1	1	1			4
WXIN 5p News 5:00 PM - 6:00 PM	EN	M-F 30	\$300.00 \$1,200.00	1	1	1	1			4
WXIN 10p News 10:00 PM - 11:00 PM	LN	M-F 30	\$1,000.00 \$4,000.00	1	1	1	1			4
Saturday 10p News 10:00 PM - 10:35 PM	LN	Sa 30	\$600.00 \$600.00					1		1
Sunday 10p News 10:00 PM - 10:35 PM	LN	Su 30	\$750.00 \$750.00						1	1
Station Totals			\$10,625.00	5	5	4	5	1	1	21
Station Net			\$9,031.25			1				

Media Strategies and Research

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